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AMENDMENTS TO THE CLAIMS

IN THE CLAIMS:

Please amend claims 1, 2 and 5 and add claims 8 - 14 as follows. A copy of all pending claims and a status of the claims is provided below.

1. (currently amended)   A computerized method for generating a recommendation of an item to an advisee, comprising the steps of:

receiving a recommendation request <u>comprising a selected item list</u> from an advisee for a recommendation by a recommendation system;

in response to the recommendation request, computing a plurality of similarity factors <u>based on items from the selected item list</u> that indicate similarity between the advisee and a plurality of users of the recommendation system who have previously provided ratings of <u>items</u> <u>from the selected item list</u> a plurality of items;

selecting, from the plurality of users of the recommendation system, neighboring users to the advisee, according to the similarity factors;

generating a recommendation of at least one item of the <u>selected item list</u> plurality of items, according to the previously provided ratings of the <u>at least one item</u> plurality of items by the neighboring users.

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2. (currently amended)   The method of claim 1, wherein all items upon which the

step of computing depends are included in the selected item list.

3. (original)   The method of claim 2, wherein the recommendation of at least one item

includes only items that are included in the selected item list.

4. (original)   The method of claim 1, wherein the step of selecting neighboring users

excludes, any user whose similarity with the advisee is below a predetermined threshold.

5. (currently amended)   The method of claim 1, wherein the step of computing and

the step of selecting are executed substantially in parallel by inserting each newly computed

similarity factor into a neighbor list in decreasing order of similarity and by limiting length of the

neighbor list by excluding a user with lowest similarity if otherwise the neighbor list would

exceed a predetermined length.

6. (original)   The method of claim 1, further including the step of caching identifiers of

the neighboring users, associated similarity factors, and time stamps.

7. (original)   A user profile for a recommendation system, comprising a plurality of

records, each record including a user identifier, an item identifier, and a rating value, wherein

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each record is linked in a first and a second dimension, the first dimension linking records with a

same user identifier in a sequence according to the item identifier, and the second dimension

linking records with a same item identifier in a sequence according to the user identifier.

8. (new)   A computerized method for generating a recommendation of an item to an

advisee, comprising the steps of:

        receiving a selected item list from an advisee;

        selecting a first set of users from a group of users based on the selected item list;

        selecting neighboring users from the first set of users based on similarities

between the advisee and each member of the first set of users;

        generating a recommendation of at least one item from the selected item list based

onratings provided by each neighboring user.

9. (new)   The computerized method of claim 8, wherein the similarities are

determined from an advisee profile and user profiles, and the advisee and user profiles are based

on advise and user behavior including at least one of buying pattern, item ratings, bookmarked

websites, website usage pattern, and user action relative to a particular item.

10. (new)   The computerized method of claim 9, wherein an advisee profile or a user

profile is updated when a new piece of information is added thereto.

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11. (new)   The computerized method of claim 8, further comprising assigning a

confidence factor to each advisee profile and each user profile, wherein the confidence factor is

based on the combined effect of selected pieces of information recorded in a user or advisee

profile.

12. (new)   The computerized method of claim 8, further including determining

similarities between the advisee and each member of the first set of users after receiving a

selected item list from the advisee.

13. (new)   The computerized method of claim 8, wherein a member of the first set of

users is selected as a neighboring user if the similarity between the advisee and the member of

the first set of users is better than a predetermined threshold.

14. (new)   The computerized method of claim 8, further comprising assigning a

weight to each neighboring user where the weight is greater for a neighboring user have greater

similarity to the advisee and the weight is lower for a neighboring user having a lower similarity

to the advisee.